



Phone: (555) 234-5678

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EXPERTISE SKILLS

- SQL
- Excel
- Data Analysis
- Customer Engagement
- Reporting
- Cohort Analysis

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Data Science, University of Michigan, 2018

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

MARKETING DATA ANALYST

Analytical and detail-oriented Marketing Data Analyst with over 4 years of experience in the telecommunications industry. Specialized in leveraging data analytics to drive customer engagement and improve marketing strategies. Proficient in SQL, Excel, and advanced statistical methods to extract insights from complex datasets. Strong communicator with the ability to present data findings clearly to non-technical stakeholders.

PROFESSIONAL EXPERIENCE

Telecom Networks Corp.

Mar 2018 - Present

Marketing Data Analyst

- Analyzed customer feedback and behavioral data to identify areas for improvement.
- Utilized Excel for data manipulation and generating comprehensive reports.
- Collaborated with marketing teams to develop targeted communication strategies.
- Conducted cohort analysis to assess the impact of marketing initiatives.
- Presented data findings at quarterly business reviews to inform strategic planning.
- Improved customer satisfaction scores by 15% through data-informed marketing approaches.

Telco Insights

Dec 2015 - Jan 2018

Data Analyst Intern

- Supported data collection and analysis for marketing campaign evaluations.
- Assisted in developing reports to track key performance metrics.
- Utilized SQL for querying databases and extracting relevant data.
- Worked with senior analysts to enhance data accuracy and reporting processes.
- Participated in team workshops to improve analytical skills.
- Contributed to a project that reduced churn rate by 10% through insights.

ACHIEVEMENTS

- Played a key role in a project that increased upsell opportunities by 25%.
- Received the 'Top Intern' award for outstanding contributions during internship.
- Improved data reporting processes, leading to a 20% reduction in reporting time.